

# British Baker

## BRAND REPORT JULY 2016



**TOTAL BRAND UNIVERSE**

**111,258**

### BRITISH BAKER MAGAZINE

**6,050**

Fortnightly magazine  
Average net circulation

**6,050**

### SOCIAL MEDIA

(based on figures  
as of 11/08/2016)

**30,777**

### British Baker

Twitter followers

**8,458**

Facebook likes

**1,816**

LinkedIn group members

**1,031**

### National Cupcake Week

Twitter followers

**13,900**

Facebook likes

**5,572**

### WEBSITE AUDIENCE

(Average unique visits  
per month)

**30,358**

www.bakeryinfo.co.uk

**26,967**

www.nationalcupcakeweek.co.uk

**2,349**

www.bakeryawards.co.uk

**1,042**

### FACE-TO-FACE

**19,488**

Baking Industry Awards

National Cupcake Championships

Britain's Best Loaf competition

Foodex

Farm Shop & Deli

### EMAIL NEWSLETTERS

**24,585**

British Baker email news

**10,843**

Cake-Wire quarterly  
email newsletter

**13,742**

Print figures are based on the average net circulation Jan-Jun 2016

Website and Newsletter figures based on a 3 month average

Face to Face figures are annual

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## MEDIA CHANNELS

### FORTNIGHTLY MAGAZINE

6,050 average net circulation

The market-leading fully requested and paid for print title serving the UK bakery sector. Our remit and reach includes plant bakeries, craft and artisan retail businesses, farm shops and garden centre chains, supermarket in-store counters, cake shops and coffee chains, wholesale and catering bakery suppliers, plus all allied equipment, ingredients and food to go companies. The magazine contains news, market data, bakery trends, inspiration and retail help, business profiles and new products. It is the conduit via which the professional UK baking industry communicates. Supplements on topic-specific content back the core offer.

### WEBSITE AUDIENCE

30,358 average unique visitors per month

Bakeryinfo.co.uk delivers sector news as it happens. Independent and trusted, the site actively encourages debate and involvement in the issues of the day to ensure the UK bakery community is engaged with the decision makers and the current affairs that affect them. Infographics tag trends and stats. The site embeds rich media coverage of forward-thinking conferences and exhibitions as well as 'How To' and recipe concepts to lead innovation within craft and artisan businesses.

### E-NEWSLETTERS

24,585 opted-in subscribers

The British Baker E-newsletter is delivered three times a week to an audience that has opted in to their preferred news channel. The newsletters provide a summary snapshot of the leading news stories, product info, and activity from the UK bakery sector. The Cake-wire.com bi-monthly newsletter is dedicated to inspiring, educating and helping the UK's active community of professional cake makers thrive and develop their businesses on a solid and pro-active platform.

### SOCIAL MEDIA

30,777

British Baker and its wholly-owned brand National Cupcake Week is actively engaged on Twitter, via Facebook and LinkedIn to its responsive marketplace. Commentary, ideas and forward-thinking suggestions are all led by British Baker's social networks. We understand our audience; what they are thinking, what they are doing, and what they are planning. And they trust our independent view.

### FACE-TO-FACE

19,488

The universe of the UK bakery sector's interest is encompassed by British Baker's annual calendar of events and exhibitions. Each activity runs to reward and showcase professionalism and excellence and provide the total community with authoritative, independent and trusted mechanisms to demonstrate business integrity and product quality to their respective customer bases. The premier annual event for the UK bakery market is British Baker's Baking Industry Awards that has been running for 29 years.

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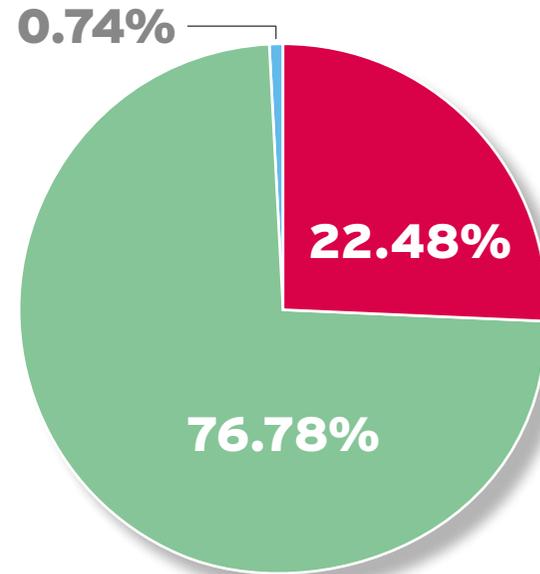
### PRINT CIRCULATION

#### BRITISH BAKER PRINT CIRCULATION FOR THE PERIOD JANUARY 2016 - JUNE 2016

Average net circulation 6,050

Analysis of the issue cover dated 18.03.16

	Total	Percentage	UK	OS
<span style="color: red;">■</span> Paid Subscriptions	1,360	22.48%	1,283	77
<span style="color: green;">■</span> Controlled Circulation	4,645	76.78%	4,645	0
<span style="color: blue;">■</span> Non-controlled Free Circulation	45	0.74%	45	0
<b>TOTAL CIRCULATION</b>	<b>6,050</b>	<b>100.00%</b>	<b>5973</b>	<b>77</b>



#### CONTROLLED CIRCULATION - 100% REQUESTED

Terms of control: directors, managers, buyers and purchasers with purchasing authority or other individuals within the bread, cakes, biscuits, frozen food, snack food, pastry, grain, cocoa, chocolate, sugar, coffee and tea manufacturing/ processing sectors; sandwich/ coffee shops/ farm shops; confectioners and chocolatiers; delicatessens, forecourts, grocery, convenience and fast food retail outlets; brewery restaurant chains and hotel chains; distributors/ transport/ logistics companies; local authorities; public sector and garden centre chains. Individuals within wholesale and restaurant/ catering. And individuals within supermarket, convenience store and Co-operative head offices.

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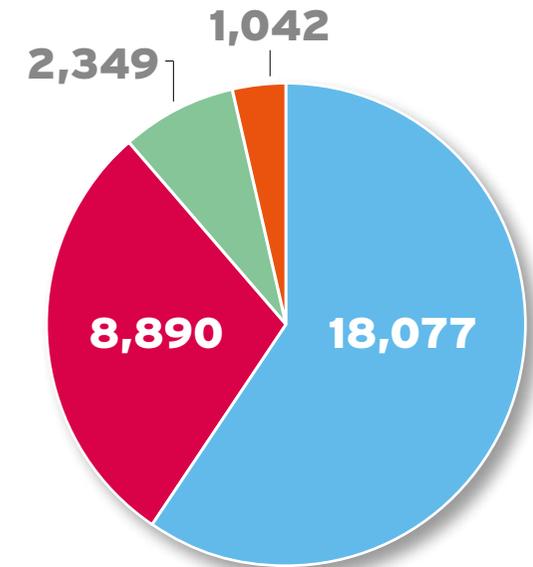


### WEBSITE AUDIENCE

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www.bakeryinfo.co.uk - Desktop/Tablet	TOTAL
Active Sessions	27,407
Unique Visitors	18,077
Pageviews	46,527
www.bakeryinfo.co.uk - Mobile	TOTAL
Active Sessions	11,490
Unique Visitors	8,890
Pageviews	27,668

www.nationalcupcakeweek.co.uk	TOTAL
Active Sessions	2,803
Unique Visitors	2,349
Active Sessions	6,309
www.bakeryawards.co.uk	TOTAL
Active Sessions	1,296
Unique Visitors	1,042
Pageviews	2,931
<b>SUBTOTAL</b>	<b>30,358</b>



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## PUBLISHER'S STATEMENT

The information contained in this publisher's statement has been reported honestly and accurately in accordance with the WRBM mission and values.

**Sonia Young**  
Publisher

**Jenny Lockwood**  
Circulation & Marketing Manager

Dated: 15 August 2016

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